

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

February 6, 1998

RJR Account #375878
P. Cox
McLANE-NORTHEAST

MARCH: WINSTON B2G1F PROMOTION #800115

Dear Paul:

We have placed orders for *Winston B1G1F* product, and 'Live' product, as listed to pack and ship this promotion to your participating retail accounts (Note: This is not a pre-sleeved promotion). **1650** SKUs of Displays (item #538994) have been ordered to Consolidated Industries to pack this Promotion.

Product PO Numbers:

PO Number	Product / State	#/Cases Per Style			\$ Amount
		FF BOX	LT BOX	ULT LT BOX	
	UPC Code	12300-11226	12300-11926	12300-70326	
ER2875-01	B1G1F / CT	2	4	2	\$875.79
ER2876-01	B1G1F / MA	3	6	3	\$845.69
ER2877-01	B1G1F / NH	1	2	1	\$515.90
ER2878-01	B1G1F / NJ	2	4	2	\$515.79
ER2879-01	B1G1F / NY	19	38	19	\$7,636.04
ER2880-01	B1G1F / OH	2	4	2	\$1,187.79
ER2881-01	B1G1F / PA	25	50	25	\$13,797.42
ER2882-01	B1G1F / RI	1	2	1	\$311.90
	TOTALS	55	110	55	\$25,170.53
ER2883-01	'LIVE' Product	14	55	28	\$42,763.59

\$67,934.12

51851 7188

PARTNERS 'BONUS' REPORTING DESCRIPTION:

'WIN MAR B2G1F'

Product Arrival:

February 23, 1998

Shipper Displays Arrival (Consolidated):

February 26, 1998

Ship Date to Retail:

Week of March 16, 1998

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McLane NE
B2G1F

Item #538994 (Displays)
SKU CUBE :
SKU WT (w/o Product):
Retail Sales Offer per Sku:

1.6700
4.5000 lbs
20 Offers

Billing per Sku:

4 Full Price Cartons

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'.
OPEN WINSTON B2G1F SHIPPING CASE. REMOVE RED CARDBOARD INSERT AND PLACE
ONE B1G1F OFFER INTO EACH WINSTON STYLE-SPECIFIC SLEEVE. ADD ONE 'LIVE'
WINSTON PACK OF SAME STYLE TO OFFER. PLACE RED CARDBOARD INSERT BACK INTO
CASE AND SHIP TO RETAILER.

BRAND STYLES: WINSTON FF BOX / WINSTON LT BOX / WINSTON ULT-LT BOX

DISPLAY BRAND LOAD:

* 4 CARTONS:

2 WINSTON LT BOX / 1 WINSTON FF BOX / 1 WINSTON ULT LT BOX

EACH DISPLAY WILL CONTAIN TWENTY (20) B2G1F OFFERS.

A list of accounts authorized to receive packed displays is attached. RJR will
reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on
a timely basis. This equates to \$3,080.00 (110 (12M) cases @ \$28.00).

If you have any questions, please contact me. As always, thanks for your assistance in
the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc

cc: L. E. MacWilliams
cc: R. Moore / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to
account.

VAPB2G1F.DOC

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McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

MARCH: WINSTON B2G1F PROMOTION #800115

RETAIL DISTRIBUTION DATE: 3/16/98

CHAIN NAME	NO. OF STORES	#/ DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL #/ DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE														
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI	VT			
A-PLUS/ SUNOCO	308	See List	377		2	10			2	13	97			251	2			
BP OIL	44	See List	85											85				
BRADFORD MINI MART	7	1	7						4								3	
COASTAL MART	38	See List	76							22				54				
COOKS CONVENIENT	6	See List	9								9							
COUNTRY FAIR	69	See List	275								8	32		235				
CONV EXPRESS	5	See List	11								11							
EXPRESS MART	41	See List	52								52							
HESS MART	53	See List	97							3	80			14				
HESS STATION	146	See List	216	1		3				23	104			80	5			
J MART	8	1	8								8							
KRAUSZERS	13	See List	34	34														
MANLEY'S	11	See List	13								13							
MOBIL / ON THE RUN	92	See List	140	15		24			20	22	51				8			
QUICKWAY	29	See List	33								33							
7/11 - HANDEE MART	27	See List	70									3	32	35				
STARENTERPRISE	25	1	25							12				13				
SUGARCREEK	73	1	73								73							
SUNRISE FOODS	16	See List	17								17							
INDEPENDENTS & SMALL CHAINS	27	See List	32	1		6	2		2	4	12			5				
TOTALS	1038		1650	51	2	43	2	0	28	99	568	35	32	772	15	3		

0611 19815